R J Reynolds
Tobacco Company

D. M ____ / / /
T & D ____ / 6 / 28 / 93
S. R. M. ____ / / /
S. A. M. ____ / 6/30/93

J.H. CASEY
Division Sales Manager

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June 28, 1993

TO: ALL SALES PERSONNEL

RE: WORK PLAN

As we all know, there is more to do than we will ever get done. We have been given a great deal of resources to build business. Along with that though comes a great deal of work.

When all cannot be done, the next alternative is to do as much as possible, as best as possible. In order to achieve this objective we need to begin with a good plan and good preparation.

In order to help maximize the impact of our everyday hard work, vehicle brand load mix is extremely important. Therefore, please implement the following vehicle load.

* To maximize distribution on Monarch and Best Value, please carry both styles of Monarch Box and a minimum of four styles of Best Value. Prebook all Monarch and all Best Value in addition to off vehicle sales.

* With 50¢ vpr's on Magna Box putting the price in most stores below private label, please carry both styles of Magna Box and sell to all accounts.

* Use the third quarter Salem budget to gain introduction and consumer trial on Salem Box. Carry Salem Box and sell to all accounts.

* Carry and sell Sterling Slim Lt. styles to all calls. Place 50¢ vpr's on SLIM LT. styles **(only)**.

* To minimize OOS's on Camel Special Lt. and Special Lt. 100's, please include these items:

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/nmjn0000

TO: ALL SALES PERSONNEL
RE: WORK PLAN
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VEHICLE LOAD	VEHICLE LOAD CARTON MINIMUM
SALEM BOX	20
MAGNA BOX	20
MAGNA LT. BOX	20
MONARCH BOX	40
MONARCH LT. BOX	40
4 STYLES OF BEST VALUE	20 OF EACH STYLE
STERLING SLIM LT.	20
STERLING SLIM LT. MEN	20
CAMEL SPECIAL LT.	20
CAMEL SPECIAL LT. 100	10
	300 CARTONS

These are the brands that have the greatest promotional support and therefore the greatest share growth potential.

This specific targeting in all calls should help us to achieve maximum volume impact in an efficient manner.

Please convert to this load and fully restock to these quantities whenever you pick-up product at a jobber. This load should use approximately 75% of your vehicle fund. Use the remaining 25% as needed.

We will discuss the affect of this brand mix at our next division meeting. In the meantime, I appreciate your implementation. Thanks!

Sincerely,

J.H. Casey

JHC/lt

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Source: https://www.industrydocuments.ucsf.edu/docs/nmjn0000